

What is claimed is:

1. A researching method for interests in commercial goods by using electronic catalogue including interactive 3D image data, the method comprising the steps of:

recording groups of images creating a 3d display effect when it is provided to a client on a server, wherein each group of images having a multi-layered resolution, and the images each being constructed of a multiplicity of segmental images;

preparing electronic catalogue documents containing a display information relative to several groups of images to be provided with a lowest resolutions on initially being displayed, and display effect control tags against the groups of images such that an image insertedly displayed as part of contents of catalogue documents to raise a 3D display effect while the 3D display effect can be controlled by the client when the client having been accessed at a remote state can view the catalogue document;

providing a state where the prepared electronic catalogue document can be view by the client;

collecting, classifying and recording a display control signal when the client views the electronic catalogue documents and transmits the display control signal for controlling display effect against the groups of images for being insertedly displayed on the electronic catalogue documents and producing enlargement/reduction display effect;

and

analytically evaluating observational behaviors relative to goods image displayed on related display screen, on the basis of records of the display control signal from the client
5 who has viewed the electronic catalog documents.

2. The method as defined in claim 1, wherein the step of evaluating further comprises the step of analyzing related display image and frequency and observation period for
10 observing a particular domain or a particular position of display image, based on the display control signal sent from the server.

3. The method as defined in claim 1, wherein the step of
15 preparing the electronic catalogue documents further comprises the step of preparing electronic catalogue documents for comprising at least one link data for indicating a connection between part of screen displaying the interactive 3D image and other documents, whereas the evaluating step further comprises
20 the step of clicking a specific part of related display image to analyze frequency of calling other documents connected to the part thereof.

4. The method as defined in claim 2, wherein the step of
25 preparing the electronic catalogue documents further comprises the step of preparing electronic catalogue documents for comprising at least one link data for indicating a connection

between part of screen displaying the interactive 3D image and other documents, whereas the evaluating step further comprises the step of clicking a specific part of related 3D display image to analyze frequency of calling other documents connected to the part thereof.

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10 5. The method as defined in claim 1, wherein the step of providing the electronic catalogue documents on a state where a client can read same further comprises the step of transmitting the electronic catalogue documents to clients via electronic mail.

15 6. The method as defined in claim 2, wherein the step of providing the electronic catalogue documents on a state where a client can read same further comprises the step of transmitting the electronic catalogue documents to clients via electronic mail.

20 7. The method as defined in claim 3, wherein the step of providing the electronic catalogue documents on a state where a client can read same further comprises the step of transmitting the electronic catalogue documents to clients via electronic mail.

25 8. The method as defined in claim 5, wherein the step of transmitting the electronic catalog documents to clients via electronic mail further comprises the step of mechanically

inputting predetermined electronic mail address for
classifying return mails and reply mails on a sender address
list.

5 9. The method as defined in claim 6, wherein the step of
transmitting the electronic catalog documents to clients via
electronic mail further comprises the step of mechanically
inputting predetermined electronic mail address for
classifying return mails and reply mails on a sender address
10 list.

10 10. The method as defined in claim 7, wherein the step of
transmitting the electronic catalog documents to clients via
electronic mail further comprises the step of mechanically
15 inputting predetermined electronic mail address for
classifying return mails and reply mails on a sender address
list.

20 11. The method as defined in claim 8, wherein the
electronic catalogue documents transmitted via electronic mail
are added by a view termination notifying tag for providing to
a server system a view termination signal for indicating an
electronic mail view termination when a client closes a text
of an electronic mail.

25 12. The method as defined in claim 9, wherein the
electronic catalogue documents transmitted via electronic mail

are added by a view termination notifying tag for providing to a server system a view termination signal for indicating an electronic mail view termination when a client closes a text of an electronic mail.

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13. The method as defined in claim 10, wherein the electronic catalogue documents transmitted via electronic mail are added by a view termination notifying tag for providing to a server system a view termination signal for indicating an electronic mail view termination when a client closes a text of an electronic mail.

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14. The method as defined in claim 1 further comprising the step of notifying to a client administrator a fact that a particular client has started a specific display image when a client views the electronic catalogue documents and transmission relative to groups of images to be insertedly displayed onto the electronic catalogue documents is started from the server to the client.

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15. The method as defined in claim 14 further comprising the step of automatically notifying to a client a message priorly set up relative to related image following receipt of a fact that the view has been started.

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16. The method as defined in claim 14 further comprising the step of adding to the electronic catalogue document a view

termination notifying tag for providing to the server system a
view termination signal for indicating catalogue view
termination when the client closes the text of the electronic
catalogue document, and the step of providing to the client
5 administrator a fact that a particular client has terminated a
view of particular display image along with an analytic
evaluation result of observational behavior against goods
image displayed on related display image when a view
termination signal for indicating catalogue view termination
10 is provided.

17. The method as defined in claim 1, further comprising
the step of adding a view termination notifying tag to the
electronic catalogue document for providing to the server
15 system a view termination signal for indicating a catalogue
view termination when the client closes the text of the
electronic catalogue document and the step of providing to the
client administrator a fact that a particular client has
terminated a view of particular display image along with an
20 analytic evaluation result of observational behavior against
goods image displayed on related display image when a view
terminal signal for indicating catalogue view termination is
provided.

25 18. A researching system for interests in commercial
goods by using electronic catalogue including interactive 3D
image data, the system comprising:

means for recording groups of images on a server, wherein each group of images having a multi-layered resolution and creating a 3d display effect when it is provided to a client, and the images each being constructed of a multiplicity of segmental images;

means for preparing electronic catalogue documents containing a display information relative to several groups of images to be provided with a lowest resolutions on initially being displayed, and display effect control tags against the groups of images such that an image insertedly displayed as part of contents of catalogue documents to raise a 3D display effect while the 3D display effect can be controlled by the client when the client having been accessed at a remote state can read the catalogue document;

means for providing a state where the prepared electronic catalogue document can be read by the client;

means for collecting, classifying and recording a display control signal when the client reads the electronic catalogue documents and transmits the display control signal for controlling display effect against the groups of images for being insertedly displayed on the electronic catalogue documents and producing enlargement/reduction display effect; and

means for analytically evaluating observational behaviors relative to goods image displayed on related display screen, on the basis of records of the display control signal from the client who has read the electronic catalog documents.

19. The system as defined in claim 18, wherein the means for analytically evaluating further comprises a means for analyzing related display image and frequency and observation period for observing a particular domain or a particular position of display image, based on display control signal sent from server.

20. The system as defined in claim 18, wherein the means for preparing electronic catalogue documents prepares electronic catalogue documents for comprising at least one link data for indicating a connection between part of screen displaying the interactive 3D image and other documents, whereas the means for analytically evaluating further comprises a means for clicking a specific part of related display image to analyze frequency of calling other documents connected to the part thereof.

21. The system as defined in claim 19, wherein the means for preparing electronic catalogue documents prepares electronic catalogue documents for comprising at least one link data for indicating a connection between part of screen displaying the interactive 3D image and other documents, whereas the means for analytically evaluating further comprises a means for clicking a specific part of related display image to analyze frequency of calling other documents connected to the part thereof.